

2014

ANNUAL  
REPORT



SPORT WAIKATO

Sport Waikato recognises the significant cultural importance and uniqueness of being part of the region we call Waikato.

We have drawn on the philosophy of the first Maori King, Potatau Te Wherowhero.

### **Te Kohao o te ngira**

### **Eye of the needle**

The eye of the needle brings all people together (via the red, white and black threads) to achieve a common goal and vision.

Sport Waikato (eye of the needle) is the influence that binds the threads together, once bound it forms a bond that's virtually impossible to break, collectively moving forward, as one, side by side and as a result, striving towards achieving our 2013-2016 vision of **“Everyone out there and active”**.

***“Mahia te mahi hei painga mo te iwi – Do the work for the betterment of the people”***

***– Te Puea Herangi***

Koohao o te ngira: Eye of the needle – Kiingi Potatau

Mahia te mahi  
hei painga mo te iwi  
Do the work for the  
betterment of the people  
Te Puea Herangi



**On behalf of the Board of Trustees and staff, Sport Waikato Chairperson Ræwyn Kirkman and Chief Executive Matthew Cooper are delighted to present the 2014 Annual Report.**

In our 28th year we have seen a consolidation of the important priority of this Regional Sports Trust of building a 'smarter Waikato' in the sport and recreation space. That is, the positive influence we can offer to assist our many communities, both urban and rural, by providing that strong enabler around regional leadership and support. An example of this is through the fantastic support of Sport New Zealand and our territorial authorities, with the publication of the Waikato Regional Sports Facility Plan in late 2014 - which now enters the implementation phase. This plan is a great strategic example of obtaining evidence, and developing a criteria and framework for the key stakeholders to make informed decisions to progress now and into the future with a list of priorities.

The ideology of building a 'smarter Waikato' has been further endorsed by the 'revolution' that is cycling in the Waikato. The arrival of the world class Avantidrome in Cambridge has been the catalyst for this area; especially for the key stakeholders to partner and ensure that as a region, all forms of cycling - whether they be on the track, to work, to school, in the mountains or on the many outstanding cycle ways - have all the key partners on the same page with a shared plan.

Following the three new trustee appointments last year, it has been a stable and full strength board that has provided direction for the organisation over the last 12 months. We would like to acknowledge the contribution of Trustee Hemi Rau over the past seven years, following his resignation in March. The board to focus discussions on the key priority areas and outcomes for Sport Waikato this year, ensured there were opportunities for developing governance skills and knowledge specifically around the upcoming health and safety changes. The board met with the Sport Bay of Plenty Board of Trustees for a second time and this ongoing relationship at board level is valuable given the various regional sports organisations that go across the Waikato and Bay of Plenty.

## We must always 'pause' and celebrate sporting success

2014 has been a year of New Zealand sporting excellence. This year saw what has been marked as the one of the most successful Commonwealth Games ever in Glasgow. With a well-planned and prepared New Zealand team, we as a nation witnessed New Zealand walk away with 45 medals, equalling our best effort on foreign soil. Even better yet, many of these medals were won by athletes from the Waikato region which showcases our vast sporting talent and more importantly the excellent support structures that sit in behind our Waikato athletes. The Sport Waikato team is very proud of all of our athletes who competed and represented our country, and we should all feel immense pride in being a Kiwi. We were also very proud of our ex-Pathway to Podium Coordinator, Cath Cheatley who was part of the excellently led Rob Waddell 'Athlete Support Team' in Glasgow. SportForce Athletics Development Officer, Alan McDonald, also demonstrated his vast array of skills by being part of the international media contingent as an official photographer.

The success in Glasgow provided an appropriate theme for our eight district Sports Awards held throughout November. Sport Waikato is very proud and honoured to host these awards, which celebrate and pay tribute to those who have achieved sporting excellence throughout the year in our districts. We would like to take this opportunity to once again acknowledge our nominees - the athletes, coaches, administrators, clubs, teams and those special people who have dedicated many years' service to sport - congratulations. We also want to acknowledge the local organisations that sponsor our award nights, whether that is the Brian Perry Waikato Regional Awards held in late January, the Secondary School Sports Awards or the eight district awards held throughout November. These are special occasions where in our 'busy worlds' we can all 'pause' and reflect on 100% positivity rather than waking up to the ever increasing negative slant on national and international happenings.

Finally, where would sport be without our volunteers - our SportMakers? You are all outstanding people and we thank you so much. Whether you coach, manage, administrate, officiate or are the van driver - sport simply would not happen without you. Our children and their children would not have the same opportunities that we did, understanding that there are a lot more benefits to participating in sport than just playing. The younger generation are in a busy world, where there are numerous options to say no to sport and physical activity - the 'sporting volunteer army' is the key to making this offer more attractive.

## Sport Waikato Strategic Plan 2013 – 2016

*“Mahia te mahi hei painga mo te iwi – Do the work for the betterment of the people”*

– Te Puea Herangi

Last year saw a new strategic plan developed as an inspiring blueprint for the direction of Sport Waikato over the next three years. The foundation of the plan was built around four key pillars; healthy active lifestyles, young people, community sport and regional leadership. Sport Waikato is half way through its current 2013 - 2016 strategic plan.

The core focus for Sport Waikato always will be to inspire and enable our people of the Waikato to be active and healthy for life. Our original founder, John Parker had a great saying when we opened our doors on the 20th March, 1986. Simply put - Sport Waikato's role is to 'help people to help themselves'. Twenty-eight years on, we are pleased to say we still agree with you John.

With the rapidly changing nature of the sector and more data and information on demographics and trends becoming available, such as the Sport New Zealand research 'Futures in Sport in New Zealand' and the 'Community Sport Plan', we will continue to strategically think and review how best to achieve the outcomes around our four key priority areas.

Project Energize and the Waikato Regional Facility Plan are examples of this approach already in action.

We are looking forward to our key partner, Sport New Zealand's, announcement of their new 2015 - 2020 strategic plan which will incorporate a new direction and framework around community sport, that we will need to factor in when we set our new course in 2016 and beyond. Lead, enable and invest is the system approach that will need to be integrated into our existing model. The prime indicator will be what impact and influence Sport Waikato has on its community.



# Sport Waikato Strategic Plan 2013-2016

## VISION

Everyone out there and active

## PURPOSE

To inspire and enable our people to be active and healthy for life through sport, recreation and physical activity

## KEY PRIORITY AREAS

### HEALTHY ACTIVE LIFESTYLES

Physical activity and recreation for health, fun and a lifelong habit

### YOUNG PEOPLE

A lifelong involvement in sport, recreation and healthy active lifestyles

### COMMUNITY SPORT

Strong and capable delivery of community sport

### REGIONAL LEADERSHIP

A professional organisation providing regional leadership and influence

### SPORT WAIKATO WILL ALWAYS:

- Proactively engage and support the aspirations of all Maori and Iwi
- Promote and support accessibility for people with disabilities
- Advocate for opportunities in rural communities
- Recognise and respond to the diversity of our people and the environment
- Promote fair play and positive sideline behaviour

# Waikato Regional Facilities Plan overview

With support from Sport New Zealand and the Waikato Mayoral Forum, Sport Waikato successfully released the Waikato Regional Sports Facility Plan in November 2014. The plan provides a platform for evidence-based and informed decision making in relation to the future design and development of the facilities our communities need.

A first of its kind in New Zealand, the plan represents an opportunity for greater collaboration between key stakeholders and is designed to build on the Waikato region's sporting success and tradition. The Mayoral Forum has agreed in principal to support the strategic framework recommended by the plan and have collectively invested to support the implementation of the plan.

Still in the infancy of its implementation, our aim is for the Waikato Regional Sports Facility Plan to be at the forefront of the minds of decision makers across our region; developing sports facilities that enable community involvement and high performance success for our region.

In early 2014 we saw the official Royal opening of the National Cycling Centre of Excellence in Cambridge - the Avantidrome. Sport Waikato were proud to play a part right back in the beginning of this process in 2010, and we are equally proud to now be involved in an area that we advocated strongly for from day one, and that is the 'community use' of this outstanding facility. Already the community component of the Avantidrome facility has been amazing with the indoor walking and exercise circuit, including stationary bikes, up on the Avantidrome concourse. This is being used by Sport Waikato's:

- Senior walking groups, over 50 people at a time (up to 180 registered) for an hour on Tuesday and Thursday mornings
- Strollercise group of 15 to 25 mums on Wednesday mornings
- After work walking groups on Tuesday and Thursday evenings 10 to 15 people in each session.

The more adventurous seniors and mums are also starting to use the Life Fitness Zone, once a week (up to 14 participants). This wasn't on the original Home of Cycling business case but through the excellent work of Sport Waikato's District Coordinator, Janis Jeffers and the Active & Well Team, this now is a revolution in action!

Together with other activities (fitness and exercise, functions, tours etc.) the Avantidrome is projecting at least 60,000 visits per year, which highlights that it is a truly significant community facility of national importance.

In addition to the Avantidrome, by working in collaboration with Sport New Zealand, local authorities, funders and other key stakeholders, the Waikato Region has now secured their third National Sporting Centre of Excellence with Canoe Sports New Zealand set to develop facilities on the shores of Lake Karapiro.

Our region now holds a prominent place in New Zealand's High Performance framework and we look forward to welcoming Canoe Sports NZ as part of our community.



Project Energize has now been running for nine years in the Waikato and continues to mature. We consistently see initiatives extending into the home and afterschool space, as well as other regions, countries and programmes. Below are excellent examples of extending the reach of the Energize motto: 'eat healthy, be active, have fun'.

## Commonwealth Games Theme

A highlight of Team Energizes' year was working with schools around the Commonwealth Games in Glasgow. Energize designed a number of Commonwealth Games themed activities to encourage better quality nutrition, activity and fun times for children. The key activity was the Home Play Challenge (HPC) - an Energize initiative to get children eating healthy and being more active every day after school. To complement the HPC, 'Games' themed nuggets were produced to give families further healthy eating tips through their school newsletter.

## Club Energize

Following last year's success, Club Energize has expanded into more towns and explored some different formats. The after school sessions during term time had different themes from multi sports, to bike confidence and building fitness for local events. The inaugural Club Energize holiday programme was also a great success, with courses filling to capacity. Children learnt the basics of triathlon, including healthy eating which was all in preparation for summer events.

## Cooking Projects

As an extension of nutrition education sessions, many schools have been running some kind of cooking project with the support of Energize. Many schools are looking to also offer this to their communities to help parents learn to prepare healthy affordable family meals.

## Beyond Team Energize

Working 'beyond' Team Energize progressed further in 2014; through two other New Zealand Regional Sports Trusts (Northland and Counties Manakau) and in Ireland, the Cork Institute of Technology (CIT). New interests in delivering the Energize programme have also been expressed this year by four other organisations.

At the start of 2014, Sport Northland conducted an evaluation on the first two years of their project which showed positive results. In August they expanded their project employing three more Energizers and signing a contract for another year. Counties Manukau Sport commenced the 'post' evaluation of their first two years in Term 4 of 2014. This includes retesting the 550m run, and conducting school stocktakes and teacher interviews. Both Regional Sports Trusts continue to work alongside Sport Waikato for ongoing training and monitoring.

The Irish equivalent of Energize called Project Spraoi is part of CIT's exercise and health research cluster. In May, Spraoi had a celebration day marking the end of their first school year. This included politicians, staff, academics, teachers and children involved in the programme. Four new masters' students have joined the research and 'Energizer' team this year. Sport Waikato continues to support Project Spraoi via skype meetings and sharing resources. Consultation is often required around the interesting challenges associated with translating the project half way around the world.

Project Energize is also delivered beyond the school setting, with the Under 5 Energize programme continued in the early childhood space and Energized Practices programme beginning this year in medical centres.

**ENERGIZE**





The Implementation of the Under Five Energize (U5E) Project into early childhood centres in the Waikato Region has progressed very quickly throughout 2014. The project was implemented via four clusters: Hamilton (in conjunction with the Waikato Kindergarten Association), North Waikato (including Ngaruawahia, Te Kauwhata, Whatawhata and Raglan), South Waikato (including Tirau, Putaruru and Tokoroa), and Thames/Hauraki (including Waihi, Thames, Paeroa and Ngatea). Out of the 133 centres targeted, three were not approached, nine centres declined and one is yet to open leaving 121 of these centres having signed a Memorandum of Understanding to participate in the project. These centres vary in their structure from privately owned centres, kindergartens, playcentres, kohanga reo, and punanga. Each cluster has their own dedicated Under 5 Energizer who supports up to 34 early childhood centres.

Having established relationships and action plans we have developed applicable workshops for delivery to both early childhood educators and parents, also providing the resources for support. The team has delivered nutrition and physical activity workshops for each centre and their communities with a total of 124 nutrition and 48 physical activity workshops conducted and 2,128 parents and educators attending them in 2014.

A real change has been made with centres implementing new policies or guidelines as a result of their involvement with the project; 61 changes have already been documented. The U5E project is proving to be a successful vehicle of knowledge which allows us to influence change and provide education through 121 centres to 745 early childhood educators, 4,528 families and 5,034 children in the Waikato region.

## Under Fives



Our parent education workshops continue to be a valuable asset to the community with 115 workshops taking place this year, and 839 parents attending. In 2014 there were 2,783 KiwiBaby, KiwiToddler and KiwiPreschooler manuals distributed throughout the Waikato region, as well as 3,738 Active Movement resources.

The Wriggle and Rhyme 'edutainment' programme has been a popular addition for Libraries in Hamilton, Otorohanga, Thames-Coromandel, Waipa, and Waitomo districts. In 2014 the Wriggle and Rhyme programme sustained high attendee numbers again, consisting of:

- 1,352 children and 1,310 parents in Cambridge and Te Awamutu
- 1,102 children and 1,096 parents in Chartwell and Dinsdale
- 340 children and 340 parents in Otorohanga
- 187 children and 187 parents in Thames, Mercury Bay and Tairua



# UNDER FIVES & UNDER 5 ENERGIZE

The Active & Well team is predominately involved in supporting and promoting the first key priority area in our strategic plan - Healthy Active Lifestyles, which is mainly achieved through Green Prescriptions (GRx). A Green Prescription is prescribed by a doctor, practice nurse or health professional, by which the coaching and support around physical activity and healthy eating is then provided by the Sport Waikato Active & Well staff.

The 2014 year has been one of intense activity to ensure the increased targets for GRx were met, with a concerted effort made to engage people with diabetes and pre-diabetes into the GRx service. In 2014 a total of 4,707 Waikato people received a GRx compared to 2,899 in the previous year. Additionally, team members were involved in 13 events with 2,402 people attending. Community workshops also continued to be a focus with 839 people attending 94 different workshops over the past year. A total of 43 presentations were delivered by members of the Active & Well team and almost 1,100 people attended these presentations. We have continued to work on streamlining processes and developing a range of targeted resources to support our clients in their quest for an active and healthy lifestyle.

### E-Referrals

In October this year, with support from Midlands Health Network, Green Prescriptions were added to the E-Referral picker available to all doctors' nurses, allied health workers and medical centres. E-Referrals are clear, concise electronically generated scripts and have all the required and relevant health information needed. They are the preferred method for patient referrals used within the medical profession and have aided in simplifying the process between medical professionals and the Active & Well team.

### Energized Practices

The Energized Practices initiative is a 15 month pilot project that arose as a result of a funding application made to the Ministry of Health's Green Prescription Innovation Fund. Sport Waikato, as the lead contractor, was successful in gaining funding directly from the Ministry of Health in March 2014. Energized Practices is a collaborative project with Sport Waikato, Sport Taranaki and Sport Gisborne Tairāwhiti. These three Regional Sports Trusts (RST's) are the service providers for GRx and all have contracts with their District Health Boards (DHB's). The collaboration also includes the Midlands Health Network (MHN) as a partner, who is responsible for primary healthcare practices across the three regions.

Energized Practices has had a particular focus on general health practice, where there is a high rate of diabetes. The outcome for this project is to reduce the number of people with diabetes, pre-diabetes or at risk of diabetes by increasing the number of people receiving consistently high quality GRx support, and healthy lifestyle coaching from within the medical centres.

Although this project only started in March we have reached our target of 20 enrolled practices with 13 medical centres having regular weekly or fortnightly visits and support from their GRx Energizer. A total of 68 GRx's have been completed by nursing staff from within the practice, and feedback to date has been positive from the medical centres and GRx Energizers.



# ACTIVE & WELL & ENERGIZED PRACTICES



12  
MONTHS  
78  
FAMILIES

Over the last 12 months, 78 families have been referred to the 'Active Families' programme. Referrals are received by both medical professionals and self-referrals. Through home visits, families are supported to make lifestyle changes to nutrition and physical activity. Alongside the Active Families programme, there is the more intensive 'Bodywise' programme. In most cases families are encouraged to participate in Bodywise to take advantage of the multidisciplinary aspect of the programme. However for those living out of the Hamilton boundary or those who are unable to commit to the initial five weeks of Bodywise, Active Families is a more flexible option.

This year more referrals have been received from outside of Hamilton city with a few new areas being visited such as Thames, Ngatea, and Mangakino. Training presentations for the 'BeSmarter' resource have been under way for District Health Board (DHB) staff. The BeSmarter pads are now available to be ordered from the DHB. Due to feedback, the layout has been altered slightly to include Maori and Pacific designs. Currently within the DHB, feedback has been received that paediatricians and dieticians are using BeSmarter in their own practice. A BeSmarter training manual and DVD are currently being developed, as a result of the collaborative relationship between Sport Waikato and the Waikato DHB.

We have also received continuous positive feedback from the Waikato DHB and Ministry of Health (MOH) following the quarterly Active Families report, which showed that more surveys have been returned from families than in previous years. Surveys are given to families after participating in the programme for six months.

**be  
smarter**  
be bodywise



Green Prescription  
**ACTIVE  
FAMILIES**  
Rongoā Kākāriki, whānau kori, whānau ora

**ACTIVE  
FAMILIES**

He Oranga Poutama (HOP) aims to support Maori well-being through sport and recreation. The programme is underpinned by strong Maori cultural principles, values and practices. There are two Kaiwhakahaere covering the iwi areas of Ngaati Maniapoto and Waikato Tainui who work to achieve the key outcomes of He Oranga Poutama.

HOP has continued the great work of further developing Ngaa Taonga Taakaro (NTT) - traditional Maori games, throughout the region. The influence of establishing a collaborative working group of key iwi and Maori health organisations, and working alongside other Sport Waikato programmes has resulted in a growth in capacity of facilitators, allowing us to reach a greater catchment of people throughout the region. The 2014 HOP Sport New Zealand report shows an increase in participation in Ngaa Taonga Taakaro related activities in the Waikato.

Rangatahi (youth) remains a key focus in developing young leaders. HOP's contribution through sport, recreation and NTT has enabled a number of rangatahi to develop such leadership qualities not only related to sport and recreation but also tying in cultural values and practices that are of importance to Maori i.e. Manaakitanga, Aroha, Whakapono, Whaanaungatanga etc. This therefore allows rangatahi to participate, grow and develop "as Maori" through sport, recreation and NTT. The 2014 HOP Sport New Zealand report also shows an increase in rangatahi leadership programmes as well as the largest number of participants and volunteers for Waikato activities are rangatahi (13-19 years).

More iwi led sport and recreation initiatives have arisen throughout 2014, creating even more opportunities for whaanau, hapuu, marae and iwi to participate "as Maori". With whaanau at the forefront, the initiatives aim to create an environment and atmosphere that allows intergenerational whaanau participation. This enables all whaanau from pepi (under 5s) to kaumaatua (elderly) to participate alongside one another. The 2014 HOP Sport New Zealand report shows Sport Waikato reporting on eight more iwi/marae based initiatives.

HOP also plays a vital role alongside the Roopu Kamahi Maori (RKM) to provide support, guidance and advice to Sport Waikato and staff with all cultural aspects in day to day work. The genuine interest from staff to want to learn, increase awareness and understanding in Te Ao Maori has seen a number of things implemented and become normal practice throughout the organisation.



**HE ORANGA  
POUTAMA**

The community sport team structure has been enhanced over the past year with the inception of new roles, programmes and staff. Two Sport New Zealand led programmes have been initiated over the past year: Pathway to Podium (P2P) and Performance Coach Advance (PCA). The Sport Development Advisor role has also been split to provide additional resourcing to the increased need for community level sport support (Community Sport Advisor) along with a dedicated coach development role (Coach Development Advisor). These two roles have enabled an enhanced focus by Sport Waikato on coaching and club development to better serve the community's needs.

The community sporting landscape continues to rapidly evolve, with participants seeking activities more tailored to their needs, e.g. shorter versions of the game and options that fit into their busy lives. A greater range of sporting infrastructure has also emerged such as bike trails, extreme outdoor events and 24/7 gyms. As a result, further collaboration and development of partnerships across organisations will become increasingly important with local sports hubs becoming key connectors for both individuals and families seeking new opportunities.

Capability development has also been provided to various regional and local sporting organisations as well as assistance with the development of new community support plans with targeted regional sport organisations. With the necessity to meet the changing needs of our sporting consumers, further support around developing the skills and capability of our sporting organisations across the region will be paramount for the Community Sport team going forward.



**COMMUNITY  
SPORT**

The Hamilton East Sport & Recreation hub, as an Active Communities project, has just completed its first year in partnership with Sport New Zealand, Hamilton City Council, University of Waikato and Sport Waikato. This project provides an ideal platform to explore and implement different approaches to reduce barriers to participation in sport and physical activity throughout the Hamilton East area.

A lot of work has gone into the establishment phase of this project in terms of developing relationships and infrastructure, and the establishment of new pilot initiatives designed to encourage and increase participation in physical activity. In this first year of the project there have been several successes. This includes the implementation of the September Sports Month initiative. The aim of this initiative was to promote and raise awareness of the East Hamilton hub project and its partners, looking at increasing usage and participation of sport and facilities.



**EAST HAMILTON  
SPORT & RECREATION HUB**

7  
CODES  
29  
ATHLETES

Pathway to Podium is a nationwide talent development programme which assists emerging athletes to become better prepared for the demands of a life in high performance sport. The Waikato Pathway to Podium Hub launched on May 29th 2014 at the Avantidrome Cambridge, with 27 athletes across seven different codes. Seventy people including, athletes, parents, coaches, sponsors, providers and supporters of the programme attended to celebrate this exciting new initiative for the region. With a second intake of athletes from hockey and netball now complete (in October), the hub currently supports 29 athletes, after two graduated into the High Performance Carding system.

Six months on, the athletes, parents and coaches selected to the programme by their National Sporting Organisation have been exposed to thirteen educational workshops delivered by experienced providers. These include workshops around psychology, athlete life, performance coaching and nutrition among others.

Alongside this generic educational programme, a cross sport community which promotes excellence and quality is being developed. Monthly e-letters, media and social media exposure, and celebrating athlete success are more examples of how the Waikato Pathway to Podium is gaining momentum through the region.

Athletes have been able to access local facilities and additional support based on their individual performance plans (IPPs). Many local organisations and businesses have come on board to provide in-kind use of facilities and services as various forms of sponsorship.



WAIKATO  
**PATHWAY  
TO PODIUM**

SPORT NZ - HIGH PERFORMANCE SPORT NZ

**PATHWAY  
TO PODIUM**

The Sport New Zealand led Performance Coach Advance (PCA) programme was rolled out in six regions in early 2014, with the first intake of coaches attending the Waikato region's launch in June. The PCA programme is aimed at coaches of those athletes who are still two to three years away from being carded and included in their sports high performance programmes. The aim of the programme is to work with the coaches to develop them to be able to provide better coaching to their performance athletes. Eighteen coaches from fifteen different sports were selected to be involved in the programme and have the opportunity to attend workshops, be observed in the field, have a mentor attached to them and have one on one discussions' with Sport Waikato's Regional Leader.

The programme has covered topics such as Performance Psychology, Nutrition, Drugs Free Sport, and Values-based Coaching, along with a number of other topics. The PCA programme has been run in close collaboration with the Pathway to Podium programme, so that topics are aligned and coaches get the best out of both.

In addition to the PCA programme, 2014 has been a year where Sport Waikato has identified a couple of key areas to concentrate on in 2015. Firstly, secondary schools are an area of focus, where we need to support schools in coach management and development. Secondly, we are looking at developing a coaching app for Smartphones that can be used in the field by coaches which will provide generic information for all community and development coaches in the region.

Our approach to a volunteer reward and recognition initiative looks to reward and recognise all volunteers nominated rather than identifying a 'winner' volunteer on either a monthly basis or annual award. We strongly believe it is about recognition of all sport volunteers, rather than elevating any one particular volunteer over another.

Last year 863 Waikato volunteers, ranging from coaches, managers through to drivers and those that supply oranges at half time were recognised through the SportMaker Volunteer recognition campaign (an initiative undertaken in conjunction with Sport New Zealand and Lotto). Over 40% of these volunteers have received Lotto merchandise and all nominees have received a letter from Sport Waikato thanking them for their contribution to sport in the Waikato. The volunteer loyalty card is also still being promoted and awarded to SportMakers in the South Waikato, Otorohanga and Waitomo districts allowing SportMakers the chance to receive discounts at a number of businesses in their area as an extra 'thank you' for their support.



AWARDS  
900  
NOMINATIONS  
40  
SPORTING CODES  
29  
SCHOOLS

Throughout the year, our Regional Secondary School Sports Directors continued working with secondary schools to strengthen their capability to provide sport and recreation opportunities for their students. Strategic support and professional development opportunities for secondary school personnel were also provided by the School Sport Team.

A key focus for 2014 has been around professional development for the secondary school sector. Planning was undertaken for the North Island School Sport Conference in September in conjunction with Sport New Zealand and NZSSSC. A Professional Development for PE Teachers Programme was developed and once a term workshops began in April, utilising both SportsForce Officers and other Sport Waikato staff.

Recognising sporting excellence within the secondary school space was again a key focus for our Secondary School Team. The 2014 Waikato Secondary School Sports Awards was held at the Wintec Atrium with David Nyika, (Commonwealth Games Boxing Gold Medalist) as the guest speaker. Over 900 nominations from 40 sporting codes were received with 29 schools represented at the awards function.

The latest NZSSC Census report showed the average student participation rate for 2013 increased by 2.5% to a total of 55% which was a pleasing result and recognition of work undertaken in this space by schools, sports providers and our Secondary School Sport Team. Much focus also has been on participation initiatives for non-sporting/non-participants to ensure more opportunities are offered in district areas.



Sport Waikato  
Secondary Schools

SECONDARY SCHOOLS

The unique SportsForce programme continues to evolve, heading into the second year of a further three year agreement with Trust Waikato. The Trustees' continued support of the SportsForce programme is a key catalyst towards the ongoing development of grassroots sport and our communities throughout the Waikato region.

The last twelve months has seen the appointment of new SportsForce Development Officers (SFDO's) for waka ama, parafed, golf, squash and tennis. A new SportsForce Kaiwhakahaere position was also developed and an appointment made mid-year. The Development Officer is responsible for working collaboratively within Sport Waikato to grow and develop participation and leadership in traditional Maori games within the Trust Waikato region. The New SFDO's have undertaken their roles in earnest, re-establishing key relationships with key clubs, schools and community groups.

The 16 SFDO's have continued to work with communities to provide volunteer development courses (for coaches, teachers, officials and administrators), support clubs with capability projects, and developed new participation opportunities within their sport. Outcomes of these initiatives are a further testament of the impact that the SportsForce team continues to have within grassroots sport.



**Sport for development**

**SPORTSFORCE**

5000  
HOURS  
4800  
SESSIONS  
118  
THOUSAND  
INTERACTIONS

Sport Waikato has continued to administer the KiwiSport Regional Partnership fund on behalf of Sport New Zealand. The key drivers of the KiwiSport Programme throughout 2014 are “More Kids, More Opportunities and Better Skills” along with the community identified priorities of local and low cost sporting opportunities for young people (5-18 years) throughout the Waikato.

Major project partners including badminton, bike, bowls, cricket, football, golf, gym sports, hockey, netball, rugby, rugby league and volleyball have employed a sport specific KiwiSport Officer to deliver a variety of projects addressing the fore mentioned outcomes of KiwiSport. Over the past twelve months, KiwiSport Officers have delivered in excess of 5,000 hours of sporting opportunities in various settings including in-school, after school, weekends and holidays across the greater Waikato region. 118,000 participant interactions have occurred during the 4,800 sessions.

Two KiwiSport Kick Start funding rounds have been administrated in 2014. Clubs, schools and registered sporting organisations have had the opportunity to apply for funding, to help establish new sporting programmes for youth in their local community. Applications have been submitted from communities throughout the Waikato based around sport programmes such as athletics, basketball, softball, squash, surfing, touch and waka ama, to name a few.

KiwiSport funding has also supported programmes for young people within Putaruru, Taupo and the Coromandel Township through the community initiative fund. A dedicated person in each town has helped to link a cluster of schools with sporting opportunities and local clubs. The community initiative fund has also seen the employment of a KiwiSport Leadership Officer who is responsible for providing Secondary School students with leadership development opportunities within the sporting context. Students are then linked with local community sports teams and events to assist and support as volunteers. This year 40 students received their KiwiSport leadership award after completing the minimum 45 hours of volunteering in sport within their community.

In review, 2014 has seen more school aged students have the opportunity to be involved in organised sport throughout the Waikato region. The growth in local competitions, establishment of new teams and development of clubs can be attributed to the work that regional sports organisations, schools, clubs and community groups have undertaken as a result of their involvement within the KiwiSport Waikato Regional Partnership Fund.



**KiwiSport**  
waikato

**KIWISPORT**

Through the support of the district councils, the District Coordinators have worked on local projects and events to increase participation in sport and recreation and to improve the quality of life for our communities.

Developing local activity groups, maximising the use of facilities and parks, and introducing people to outdoor recreation have been a focus of such projects. The Avantidrome Indoor Walkers, Echo Walk Festival (which has been expanded to include the South Waikato River trails), Gear Up For Summer Bike Festival, and The Trail Trilogy are a few examples.

The District Coordinators have a community development approach and work closely with clubs and groups to improve their capability and delivery. A focus has been on working with local clubs to provide for the changing needs of our communities. The successful social sport modules in both Waitomo and Waikato districts are examples of this. Other projects include working with a number of clubs and groups around a more coordinated approach to the delivery of sport, which encourages a partnership and the sharing of resources.

Volunteers are crucial to grassroots sport. The District Coordinators play a supporting role for clubs and groups on strategies to recruit, develop and retain volunteers. Through the SportMaker programme, volunteers are valued in each of the districts, and community pride and identity is further developed through the local district Sports Awards.



**DISTRICT  
COORDINATORS**

# To our valued supporters of Sport Waikato

Sport Waikato's ability to advocate, influence and deliver programmes and services to the Waikato region only happens because of all of the support and belief of many fantastic organisations. In particular we acknowledge: Gallagher, Lion, the Perry Group, Sport New Zealand, Trust Waikato and Waikato District Health Board. To all our funders, sponsors and supporters thank you. Your support is never taken for granted - we fully understand you invest or donate because you too, want a healthy and active Waikato region. Please know that we are very committed to our role in achieving this!

We would like to acknowledge local government organisations that have been in partnership with Sport Waikato for many years, especially supporting our District Coordinators; in particular Thames Coromandel District Council, Hamilton City Council, Hauraki District Council, Matamata Piako District Council, South Waikato District Council, Waipa District Council, Waikato District Council, Waikato Regional Council, Otorohanga District Council, Waitomo District Council and Taupo District Council. Thank you for helping everyone in our region get out there and active. We look forward to working in partnership with you all on the Waikato Regional Facilities plan to make the Waikato the central sporting hub of the country. District by district it is time to make informed decisions based on evidence, analysis and most importantly need - not want. Regionally, it's time to collectively capitalise on our critical geographic location, growing our high performance sporting hub to ensure we are ready when other national opportunities are tabled again, by being cohesively well planned, coordinated and on the 'same page'.



**VALUED SUPPORTERS  
OF SPORT WAIKATO**

## Statement of Financial Performance for the year ended 30 June 2014

	2014 \$	2013 \$
<b>INCOME</b>		
Contracts	5,995,337	5,541,677
Dividends	304	7,860
Donations & Grants	1,003,366	1,001,096
Events & Activities	147,354	217,558
Interest	97,940	120,860
Sponsorship	427,553	516,322
Other Income	215,082	161,654
Gain on Sale of Fixed Asset	5,652	2,772
Unrealised Gain/(Loss) on Investments	(202)	51,920
Realised Gain/(Loss) on Investments	(47)	995
	<b>7,892,339</b>	<b>7,622,714</b>
<b>EXPENDITURE</b>		
Events & Activities	2,187,089	2,146,796
Promotional Advertising	214,967	229,355
Operating & Administration	846,118	754,799
Salaries & Wages	3,851,057	3,508,091
Operating Leases - Vehicles	379,960	399,281
Rent & Rates	89,683	49,692
Interest	11,507	84,000
Audit Fees	25,000	25,000
Depreciation	145,657	222,424
Trustee Remuneration	9,800	8,100
	<b>7,760,838</b>	<b>7,427,538</b>
<b>NET SURPLUS</b>	<b>131,501</b>	<b>195,176</b>

## Statement of Movements in Equity for the year ended 30 June 2014

	2014 \$	2013 \$
Equity as at 1 July 2013	4,210,911	4,015,735
Net Surplus	131,501	195,176
Total Recognised Revenues & Expenses	131,501	195,176
<b>Equity as at 30 June 2014</b>	<b>4,342,412</b>	<b>4,210,911</b>



## Statement of Financial Position as at 30 June 2014

	2014 \$	2013 \$
<b>ACCUMULATED FUNDS</b>	4,342,412	4,210,911
<b>CURRENT LIABILITIES</b>		
Accounts Payable & Accruals	390,352	173,124
Income Received in Advance	1,320,983	842,967
Employee Entitlements	305,086	237,570
Waikato Community Trust Loan	-	1,500,000
<b>Total Current Liabilities</b>	<b>2,016,421</b>	<b>2,753,661</b>
<b>TERM LIABILITIES</b>		
<b>Total Term Liabilities</b>	-	-
	<b>6,358,833</b>	<b>6,859,358</b>
<b>CURRENT ASSETS</b>		
Bank	820,927	1,138,899
Interest & Dividends Receivable	14,590	11,937
Accounts Receivable	259,378	245,307
Prepayments	4,295	1,182
Stock on Hand	18,026	21,373
Gareth Morgan Investment Portfolio	12,057	1,241,745
Bank Term Deposits	1,800,000	900,000
<b>Total Current Assets</b>	<b>2,929,273</b>	<b>3,560,443</b>
<b>NON CURRENT ASSETS</b>		
Gareth Morgan Investment Portfolio	-	-
Property, Plant & Equipment	3,429,560	3,404,129
<b>Total Non Current Assets</b>	<b>3,429,560</b>	<b>3,404,129</b>
	<b>6,358,833</b>	<b>6,964,572</b>

\* Please refer to the Sport Waikato website for a full list of financial statements





## Thank you to the Sport Waikato staff

A Direct Message from the Chief Executive Officer

I would like to take this opportunity to acknowledge the Sport Waikato Board for their continued leadership, strong governance and the energy and passion they provided this Regional Sports Trust over the last 12 months. It's fantastic for us, your staff, to know that you really care about getting the Waikato active and healthy for life. Across all of our trustees we have a vast array of skill sets which is exciting, dynamic and opportunistic for Sport Waikato moving forward.

I would like to thank Raewyn Kirkman as the Chair of Sport Waikato. I thank her for her leadership, commitment and passion for ensuring Sport Waikato continues to be 'leading edge' in providing opportunities and solutions to our valued communities of the Waikato by keeping the team and I honest and focused to ensure we do help people to help themselves.

Finally to all the staff at Sport Waikato, Raewyn and I thank you for another great year. Your passion and commitment to the communities you serve goes without question. You're all a positive inspiration, by ensuring the message of sport, recreation, physical activity and healthy lifestyles gets through. You have all proven to be an effective team, leading from the front in our many communities. We thank every member of the Sport Waikato team for their efforts over the last 12 months. The Sport Waikato 'family' will continue to work with, communicate, plan and strongly advocate for all of our partners in sport, recreation, education and health as we collectively strive for a smarter more efficient Waikato sport, recreation and physical activity product. We are a 'people based' charitable trust and our customers are the people of the many wonderful communities, of a proud region, we call the Waikato. It's only fitting that we both conclude our 28th Sport Waikato Annual Report with our key phrase that underpins our reason to do what we do.

In the words of the first Maori King, Potatau Te Wherowhero:

**"Kotahi te kohao o te ngira e kuhuna ai te miro ma, te miro pango, te miro whero"**

**"There is but one eye of the needle, through which the white, the black, and the red threads must pass"**

Sport Waikato must continue to be that 'eye of the needle'....

**Matthew Cooper**  
Chief Executive



**sport**waikato  
*out there and active*

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